



Foreign Agricultural Service

**GAIN Report**

Global Agriculture Information Network

Voluntary Report - public distribution

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GAIN Report #CA2129

## **Canada**

### **Market Development Reports**

#### **CANADA CONNECT Matchmaker Program**

#### **2002**

Approved by:

**Gary C. Groves**

**U.S. Embassy**

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**Report Highlights:**

**CANADA CONNECT – Canada Agrifood Network–Agent Distributor Connection, is a cost effective matchmaking service for U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents and distributors.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Ottawa[CA1], CA

**CANADA CONNECT — Canada Agrifood Network - Agent Distributor Connection**

**CANADA CONNECT** is an agriculture matchmaker service for U.S. food and beverage producers wishing to investigate the Canadian market for brokers/agents/distributors. The **CANADA CONNECT** program, endorsed by the Foreign Agricultural Service office at the United States Embassy, Ottawa Canada, parallels the Gold Key Program offered by the U. S. Foreign Commercial Service.

**CANADA CONNECT** is made available to U.S. agri-food exporters by respected market research and public relations firms in Canada. These firms are both located in the Toronto area, the largest metropolitan area in Canada and the leading Canadian center of business. If your target market is outside the Toronto area, these firms are prepared to assist you as well.

A partnership with the U.S. and Foreign Commercial Service enables the program to be promoted through their 70 + plus Expert Assistance Center throughout the U.S. Prospective agri-food exporters requesting information through Export Assistance Centers will be directed to this program.

Promotion of this program is done through outreach activities, by all involved parties. Brochures which outline the program have been developed and are being distributed to interested state representatives, groups, and organizations at all opportunities.

Following is a copy of the **CANADA CONNECT** promotional literature; a Program Information sheet, a Market Interest Questionnaire and a Participation Agreement.

**CANADA THE MARKET:**

U.S. agricultural exports to Canada reached a record-high of US\$8.0 billion in FY2001, registering an average annual growth rate of 5.0 percent in the last ten years. Consumer-oriented agricultural products accounted for 72 percent of total U.S. food and agricultural product sales to Canada in FY2001, with fresh and processed fruits and vegetables, snack foods, and red meat products as the category leaders. Canada is the second largest market (after Japan) for U.S. agricultural exports, and is expected to become first in 2002. American products account for more than two-thirds of total Canadian agricultural imports.

Canada accounted for 15 percent of total U.S. food and agricultural product exports during FY2001. Of total U.S. exports of consumer-oriented agricultural products of more than \$22 billion, one dollar in every four, was destined for Canada. About one in every five dollars of U.S. exports of fish and seafood went to Canada in FY2001. Total bilateral agricultural trade between the United States and Canada exceeded \$17.5 billion in FY2001, almost \$50 million per day. Two-way truck traffic alone exceeds 7,000 trucks per day, an average of almost one truck every other minute, 24 hours a day.

Despite the promise the Canadian market holds for U.S. exporters of high value products, it can be a difficult market to enter for small - and medium- sized companies due to the sophisticated selection of products already available, the high costs involved in placing untested products on the shelf, the need to work through brokers (manufacturer's agents), the regionalization of retail distributors and brokers, high retail food concentration within regions (in most regions 3 or 4 retailers control over 80% of the market), and the high levels of private label branding at the expense of trademark brands.

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# CANADA CONNECT

## CANADA AGRIFOOD NETWORK- AGENT DISTRIBUTOR CONNECTION

### Program Information

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#### **I. Program Description:**

CANADA CONNECT is endorsed by the Foreign Agricultural Service, U.S. Embassy, Ottawa Canada and offered by the Service Provider, Faye Clack Marketing and Communications Inc., to assist U.S. companies in their efforts to establish commercial relationships with prospective agents/brokers and/or distributors in Canada.

#### **II. Service Provider Responsibilities:**

1. Upon receipt of the Client's product literature, the Service Provider will consult with the CANADA CONNECT Client to discuss qualifications sought in prospective Canadian business partners; will contact and pre-screen prospective partners before scheduling individual business meetings (usually four appointments per day); and will begin work on developing an appointment schedule (normally requires 20 working days).
2. The Service Provider will furnish travel information and logistical support, as required, to the CANADA CONNECT Client from its Canadian office. Upon arrival in Canada, the Service Provider will brief the Client on the economic environment; provide local communications and secretarial services; review the Client's competitive situation based on current import levels, local marketing practices, and industry trends; and accompany the Client to off-site business meetings.
3. The Service Provider will also provide the CANADA CONNECT Client with follow up assistance and support required to meet the Client's stated CANADA CONNECT objectives in Canada.

#### **III. Client's Responsibilities:**

Each firm making use of the CANADA CONNECT Service must:

1. Be a bonafide (legally registered) U.S. company;
2. Offer U.S. - origin products or services;
3. Submit a CANADA CONNECT Participation Agreement with supporting material as listed below, at least 20 working days prior to the proposed visit.
4. Submit credit card payment in full to the Service Provider (Cost of service is US\$500 for the first day and US\$250 for a second day, per market).
5. Provide a minimum of 15-20 sets of company literature including an introductory letter stating company's objectives; price lists, product literature, etc. to the Service Provider.
6. Provide a completed CANADA CONNECT Market Interest Questionnaire to the Service Provider.

USDA/Foreign Agricultural Service and/or the Service Provider reserves the right to refuse the CANADA CONNECT Service to prospective users who do not meet these requirements.

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# CANADA CONNECT

## CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR CONNECTION

### Market Interest Questionnaire

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Requested Service to be provided on: \_\_\_\_\_ (to be confirmed)  
(Dates)

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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Company/Participant is:  New-to-Export  New-to-Market  Old-to-Market

Number of Employees:  1-49  50-99  100-299  more

Current Company Representation in Canada: Yes  No

- If yes please provide name and contact information:

\_\_\_\_\_  
\_\_\_\_\_

Additional Information, if needed, e.g. description of products being promoted

\_\_\_\_\_  
\_\_\_\_\_

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#### Part 1 - Marketing Information

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1) Name(s) and title(s) of company representatives who will participate in the CANADA CONNECT Program.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2) Products to be promoted during the CANADA CONNECT Program (this should include descriptive language and mention of significant features). Attach a separate sheet if necessary.

\_\_\_\_\_  
\_\_\_\_\_

3) Company background (when founded, position in industry, size, etc.)

\_\_\_\_\_  
\_\_\_\_\_

4) Please indicate the most important end-users for the products that your company will promote in Canada (rank in order of importance):

- Retail Grocery (consumer packaging) \_\_\_\_\_
- Food Service (Hotel, Restaurant and Institutional) \_\_\_\_\_
- Food Manufacturers (ingredient buyers) \_\_\_\_\_
- Other (please specify): \_\_\_\_\_

5) Choose one or all of the following categories to describe your products:

- \_\_\_\_\_ Fresh/Chilled
- \_\_\_\_\_ Frozen
- \_\_\_\_\_ Shelf Stable
- \_\_\_\_\_ Bulk
- \_\_\_\_\_ Other (please specify): \_\_\_\_\_

6) Objectives in Canada (check all that apply)

	Very Important	Important	Less Important
- Finding National Sales Representation	_____	_____	_____
- Finding Regional Sales Representation	_____	_____	_____
- Finding Direct Buyers	_____	_____	_____
- Finding Licensee	_____	_____	_____
- Finding Joint Venture Partner	_____	_____	_____
- Product testing/ market research	_____	_____	_____
- Other (please specify): _____	_____	_____	_____
_____	_____	_____	_____

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**Part 2 - Canadian Representative Information**

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7) Are you currently represented in Canada?      Yes \_\_\_      No \_\_\_

If yes, do your agents or distributors know you are seeking additional representation in Canada?

Yes \_\_\_      No \_\_\_

Please provide contact information on current agents or distributors and advise if there is a role for them?

\_\_\_\_\_

\_\_\_\_\_

8) Who are your principal competitors in Canada?

\_\_\_\_\_

\_\_\_\_\_

9) State any specific or special conditions required from prospective Canadian partners (e.g. facilities, technical capabilities, financial strength, complimentary product lines, etc.)

\_\_\_\_\_

\_\_\_\_\_

10) Will you require logistical support such as hotel reservations, ground transportation, or other?

Yes \_\_\_      No \_\_\_

Please specify assistance or information required:

\_\_\_\_\_

\_\_\_\_\_

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# CANADA CONNECT

## CANADA AGRIFOOD NETWORK - AGENT DISTRIBUTOR CONNECTION

### Participation Agreement

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Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

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**Food/Beverage Service Provider:**

**Faye Clack Marketing & Communications, Inc.**  
170 Robert Speck Pkwy.  
Mississauga, Ontario L4Z 3G1  
Telephone: (905) 206-0577  
Fax: (905) 206-0581  
E-Mail: [info@fayeclack.com](mailto:info@fayeclack.com)  
Point of Contact: Cory Clack-Streef

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**Wine Service Provider::**

**Ketchin Sales & Marketing**  
74 Hurontario Street, Suite 206  
Collingwood, Ontario L9Y 2L8  
Telephone: (705) 444-5255  
Fax: (705) 444-6467  
Email: [rketchin@ketchin.com](mailto:rketchin@ketchin.com)  
Point of Contact: Robert Ketchin

**Payment accepted by check or Visa**

**Payment accepted by check**

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Basic charge for the **CANADA CONNECT** package: One day US\$500/US\$250 second day, per market.

VISA Credit Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Additional charges will be on agreement between the Service Provider and the Client and billed separately.

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Company/Participant agrees to abide by the terms of the attached CANADA CONNECT, Conditions of Participation, which form a part of this agreement, and acknowledges that information provided by Company/Participant to the Service Provider in connection with this service may be made available to the public.

\_\_\_\_\_  
Signature of Duly Authorized Company/Participant's Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title